

## Message Text

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64

ACTION EA-10

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-03 H-02 INR-07 L-02

NSAE-00 NSC-05 PA-02 PRS-01 SP-02 SS-15 EUR-12 NEA-09

/071 W

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R 010820Z MAY 75 ZDK  
FM AMEMBASSY TOKYO  
TO USIA WASHDC  
INFO SECSTATE WASHDC 9837

UNCLAS TOKYO 5793

USIAC

E.O. 11652: N/A

SUBJECT: SANKEI POLL ON LIKED/DISLIKED NATIONS

1. SUMMARY: SANKEI SHIMBUN PUBLISHED RESULTS OF TELEPHONE POLL CONDUCTED APRIL 23 WITH 894 TOKYO-OSAKA URBAN RESPONDENTS REGARDING LIKED AND DISLIKED NATIONS.

A. ONLY SIGNIFICANT CHANGE THIS TIME FROM PREVIOUS POLL WAS THAT BRITAIN WHICH WAS FOURTH PLACE AMONG COUNTRIES "LIKED" IN FEBRUARY (15 PERCENT) MOVED UP TO SECOND RANK WITH 29 PERCENT. THE PERCENTAGE IS HIGHEST BRITAIN HAS EVER HAD SINCE SANKEI STARTED THIS TREND POLL IN SEPTEMBER 1970. SANKEI ANALYST ATTRIBUTES THIS SUDDEN BOOST IN POPULARITY TO "INCREASING PUBLIC INTEREST IN AND UNDERSTANDING OF BRITAIN AS VISIT TO JAPAN BY QUEEN ELIZABETH II APPROACHES".

B. ALONG WITH BRITAIN'S RISE, AMERICA DROPPED TO FOURTH PLACE FROM PREVIOUS SECOND POSITION, ALTHOUGH U.S. POPULARITY INCREASED BY ONE PERCENT TO 27 PERCENT DURING THE PERIOD; /

C. AMERICAN REMAINED IN THIRD PLACE AMONG "DISLIKED" COUNTRIES WITH SAME 12 PERCENTILE AS FEBRUARY POLL.

D. CHINA ROSE TO SECOND POSITION (13) FROM PREVIOUS FOURTH (10) AMONG COUNTRIES "DISLIKED."

E. ROK DROPPED TO FOURTH PLACE (12) FROM PREVIOUS SECOND (13) AMONG "DISLIKED" STATES. THIS WAS A SUBSTANTIAL RECOVERY FROM UNCLASSIFIED

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ROK'S VERY POOR IMAGE OF 22, 21, AND 21 PERCENTAGES REGISTERED

IN AUGUST, OCTOBER AND DECEMBER LAST YEAR. SANKEI SHIMBUN  
 INTRPRETED DROP THIS TIME AS INDIATING "RESULTS OF EFFORT TO  
 RESTORE FRIENDLY RELATIONS BETWEEN JAPAN AND ROK."  
 F. DESPITE LATEST MAJOR EVENTS IN INDOCHINA, " DISLIKED" RATINGS  
 FOR EITHER SOUTH OR NORTH VIETNAM REMAIN ALMOST UNCHANGED.  
 SOUTH VIETNAM GOT TWO PERCENT IN FEBRUARY AND THREE IN APRIL,  
 WHILE NORTH VIETNAMT  
 TWO AND FOUR IN SAME MONTHS. END SUMMARY.

2. COUNTRIES LIKED. TOTAL AND BREAKS BY SEX AND AGE  
 (MULTIPLE REPLIES)

10 - 20 - 30 - 40 - 50 - 60 - AND  
 TOTAL MALE FEMALE 19 29 39 49 59 OVER  
 SWITZERLAND 37 30 44 39 47 42 36 31 11  
 BRITAIN 29 33 26 34 24 28 34 32 35  
 FRANCE 28 27 30 35 29 29 28 25 26  
 AMERICA 27 32 22 35 19 31 27 29 30  
 WEST GERMANY 13 19 7 11 8 11 15 20 24  
 AUSTRALIA 11 13 9 18 16 13 4 7 2  
 ITALY 9 6 11 9 9 13 6 8 2  
 CANADA 8 9 8 18 13 7 6 - -  
 CHINA 7 11 4 9 6 5 10 6 15  
 SWEDEN 3 4 3 6 4 3 3 3 2  
 SOVIET UNION 2 2 1 6 2 2 1 - 4  
 TAIWAN 1 1 1 - 2 0 - 2 -  
 ROK 0 1 - - - 0 - - -  
 NORTH KOREA 0 0 - - - 0 - - -

3. COUNTRIES DISLIKED. TOTAL AND BREAKS BY SEX AND AGE  
 (MULTIPLE REPLIES)

10 - 20 - 30 - 40 - 50- 60 AND  
 TOTAL MALE FEMALE 19 29 39 49 59 OVER  
 SOOVIET UNION 33 41 26 30 25 30 31 53 52  
 CHINA 13 15 11 18 12 13 12 13 9  
 AMERICA 12 15 10 23 14 11 9 9 15  
 ROK 12 12 11 16 10 14 12 10 9  
 NORTH KOREA 7 9 5 6 6 7 4 11 7  
 NORTH VIETNAM 4 3 4 7 3 5 3 3 -  
 BRITAIN 3 5 2 4 3 3 2 5 4  
 INDIA 3 3 2 4 2 6 1 2 -  
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SOUTH VIETNAM 3 2 3 9 3 3 2 1 0  
 FRANCE 2 3 0 4 1 1 3 - 4  
 WEST GERMANY 2 1 2 3 1 2 1 1 4  
 SOUTH AFRICA 1 2 1 1 2 1 1 1 2  
 TAIWAN 1 1 ' - 1 - - 1 --  
 SWITZERLAND - - - - - - - -  
 TENNY

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PUBLIC OPINION POLLS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 01 MAY 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
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**Disposition Comment:**  
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**Office:** ACTION EA  
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**Review Authority:** CollinP0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 11 JUL 2003  
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Margaret P. Grafeld  
Declassified/Released  
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EO Systematic Review  
05 JUL 2006

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**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** SANKEI POLL ON LIKED/DISLIKED NATIONS  
**TAGS:** SOPN, JA, UK  
**To:** USIA  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006